Figure 1

Dress Shirts
$35.95

Dress Shirts
$42.95

Sport Shirts
$22.95

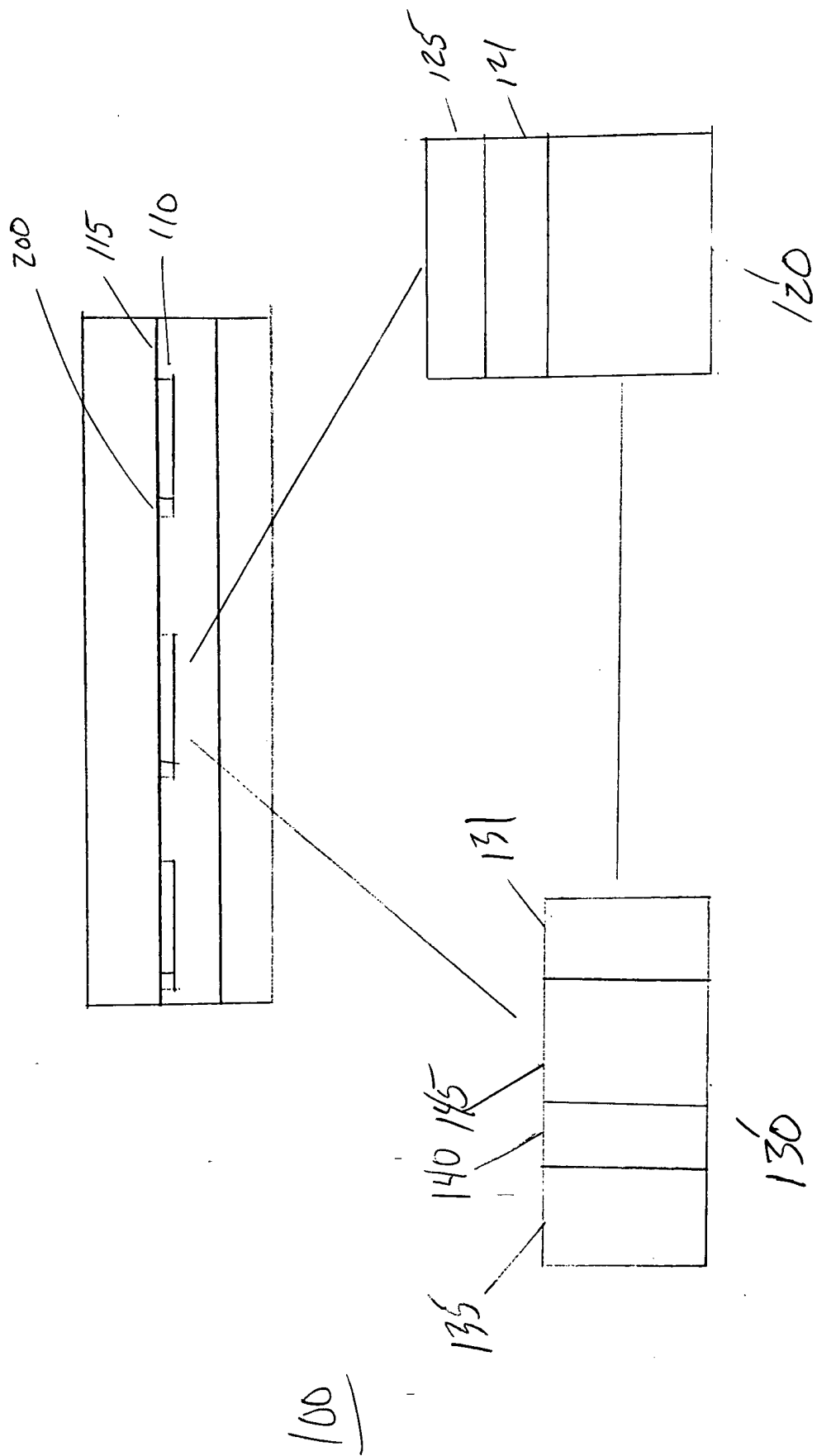Sport Shirts
$29.95

210

211

212

220

230

200

Figure 2

300

input planogram data into host controller (310)

inputting merchandise data into the host controller on the hand held unit (320)

remotely causing a shelf label holder to illuminate a section of the shelf label holder corresponding to the correct location of the merchandise (330)

Figure 3.